



**USAID**  
FROM THE AMERICAN PEOPLE

## PROGRAM E-SPOTLIGHT

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### U K R A I N E

#### **Five More Cities Join USAID Communal Services Reform Roll-out Project**

Five additional municipalities joined the USAID Communal Services Reform Project during a kick-off meeting on September 19. USAID Deputy Mission Director Peter Argo attended the event, along with city and local utility managers.

During his opening remarks, Mr. Argo noted that “energy efficiency needs to become a priority, especially at the local level, where the government of Ukraine should help to promote and develop investment opportunities in infrastructure.”



*DMD Peter Argo (center) listens to Ihor Slobodenyuk, MDI Director*

This is the third round of start-ups in the communal service enterprise reform project. The five newest Ukrainian cities to join -- Nikopol and Pavlohrad in Dnipropetrovsk Oblast, Bilhorod-Dnistrovsky and Illichivsk in Odesa Oblast, and Severodonetsk in Luhansk Oblast – are participating in the project cycle that began in September 2006 and runs through March 2007. Since the project began in September 2005, 15 cities have been selected for participation in the project.

The purpose of the Communal Services Reform Roll-Out activity is to assist municipalities in improving delivery of communal services in heating and water/waste water management to residents and local industries through market-oriented reforms in the communal services sector. The project is implemented by the all-Ukrainian charitable organization, “Municipal Development Institute.”

#### **USAID Conference Gathers 70 Ukrainian Printed Mass Media Publishers and Editors**

U.S. Deputy Chief of Mission, Sheila Gwaltney, welcomed participants to a conference on, “Ukrainian Press Development: Achievements, Opportunities, Challenges”, which was held in Kyiv on September 21. Conference participants included representatives from leading local newspapers of all oblasts of Ukraine. All participants were alumni of the International Research and Exchanges Board (IREX) trainings or partnership programs.



*Serhiy Tomilenko, Editor "Nova Doba", Cherkasy, and Yuriy Isaev, "Kolo", Poltava, during conference break*

Ms Gwaltney noted that in the past decade, Ukraine's media have made progress in becoming

more sustainable and independent. "Among the most remarkable achievements is the way in which journalists have stood up for their independence," explained the DCM.

The conference served as a venue for discussion of the achievements and constraints to the development of a free press in Ukraine, as well as to share best practices between editors and publishers of Ukraine's local press. The conference's second day included five workshops on various journalism and media business topics. The conference was organized by IREX, a core partner in USAID's U-Media project, implemented by Internews Network.

### **AMP Project Conducts a Contest on the Best Produce Display in Crimean Supermarkets**

A contest to decide the best produce display in Crimean supermarkets was conducted on September 11-13, supported by USAID's Agricultural Marketing Project (AMP), and was won by RAINFORD Supermarket in Simferopol.



*RAINFORD supermarket in Simferopol*

The quality of fresh fruits and vegetables, produce layout, packaging, and presentation leave much to be desired in most supermarkets of Ukraine. With this in mind, several weeks prior to the contest AMP specialists provided training to the managers of supermarket produce sections who participated in the contest. AMP specialists shared information on methods for improving produce displays, making them appealing, and stimulating produce sales. They also taught modern management practices for supermarket produce sections.

The supermarkets participating in the contest were evaluated on 13 basic criteria, as well as on the

politeness and efficiency of the supermarket staff, and the creativity of display decorations. One notable benefit that each of the supermarkets received was an on-average sales increase of 11-12% in the produce section during the contest's duration.

### **International Mother and Infant Health Care Practices to Roll-Out Nationwide**

On September 11, USAID Mission Director Earl Gast, Raisa Moiseyenko, director of the Department of Maternal and Child Health of the Ministry of Health, and Foundation 3000 Executive Director Olha Kovalenko addressed Ukrainian health authorities and representatives of international organizations at the official opening of the Mother and Infant Health Dissemination Conference.

The conference aimed to summarize the accomplishments of USAID's four-year Mother and Infant Health Project (MIHP), which has focused on developing internationally-recognized evidence-based practices and standards for maternal and infant health care. In addition, the conference presented a 2006-2010 National plan that would roll out the program to all the regions of Ukraine.



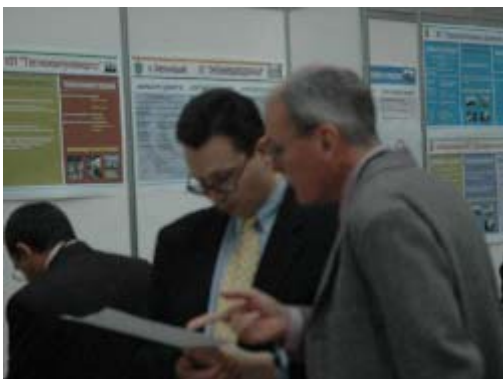
*Olena Kovalenko (left), Andriy Miroshnichenko (center), Foundation 3000, and Earl Gast (right) sharing impressions after the conference*

During the conference, representatives from Lutsk, Zhytomyr, Donetsk and other maternity hospitals shared their experiences regarding new practices in family deliveries, and warm chain and other effective birthing techniques implemented by MIHP.

The MIHP project is now working in 10 regions: Donetsk, Poltava, Zhytomyr, Kirovohrad, Volyn, Lviv, Rivne, Dnipropetrovsk, Kyiv and the Crimea.

## Investment Fair Brings Together Municipal Enterprises with Prospective Investors

USAID Deputy Mission Director Peter Argo attended the October 28 opening of an investment fair on "Investment Opportunities in the Housing and Communal Services Sector of Ukraine," organized by USAID's Municipal Services Roll-out Reform Project (MSRR). A vast array of representatives from Parliament, the Ministry of Architecture, Construction and Communal Services of Ukraine, international donor organizations, financial institutions and investment and energy service companies, along with equipment vendors, self-government bodies and communal services enterprises from over 20 cities of Ukraine took part.



*Peter Argo (right) and an associate review the Forum agenda*

"I hope that this investment fair will open new investment opportunities in the housing and communal service sector for both communal service enterprises and potential investors," stressed Mr. Argo in his welcoming speech to Investment Forum participants. The investment fair was designed to bring together prospective investors and municipal enterprises that earlier had participated in USAID-financed technical assistance projects in the communal sector and have viable investment projects.

## USAID Regional Mission Hosts the Global Development Alliance Workshop

On September 12-14, the USAID Regional Mission to Ukraine, Moldova and Belarus hosted the Global Development Alliance (GDA) Workshop in Kyiv. Twenty-four participants from Kyiv, Chisinau, and Minsk learned the nuts and bolts of GDA, including legal, procurement and operational issues, and the process of due diligence. During a panel discussion,

the participants also had an opportunity to ask questions of private sector players, including representatives from the oil conglomerate TNK/BP, the aluminum manufacturing company SUAL/Russia, and the computer giant Microsoft.



*Building an Alliance: Creative Thinking Session*

A separate half-day section on GDA concepts was organized for USAID/Ukraine implementing partners. "This workshop is so timely," said Together for Health Project Director Asta-Maria Kenney, who was attending the workshop, and noted that they had been considering how to implement such alliances.

## Upcoming Events

**October 13**, Health Policy Initiative, Workshop on Allocate Computer Model, Vinnytsa oblast Family planning center.

**October 14 - 15**, Political Parties Building in Ukraine, Local Elected Officials Training Seminar, Chernihiv.

**October 17**, Ukraine Reform Education Program, National Reform Press Club meeting on "How to Solve the Problem of Orphans," Kyiv.

**October 18**, BIZPRO, Seminar on "Branding and Export for Furniture Sector" in the framework of the Uytut Furniture Fair, Dnipropetrovsk.

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